AMOGHVARTA

ISSN : 2583-3189

Study on Influence of Brands on The Consumer Buying Behaviour Specially Towards Fashion Goods

ORIGINAL ARTICLE

Authors
Bhavna Basist,
Research Scholar,
Department of Commerce,
Shri Krishna University, Chhatarpur,
Madhya Pradesh, INDIA

Dr. Ranjit Singh,
Associate Professor,
Department of Commerce,
Shri Krishna University, Chhatarpur,
Madhya Pradesh, INDIA

Dr. Om Prakash Gusai,
Associate Professor,
Department of Commerce,
Moti Lal Nehru College (University of Delhi),
South Campus, New Delhi, INDIA

Abstract

'Brands are like people in that they have feelings and motivations.' To be a loyal friend to the people (clients), they must be born, nourished, and nursed, then made strong and responsible so that they may develop connections with the clients that are both mutually beneficial and fulfilling, and ultimately become long-term businesses. This kind of brand is a source of pride for their parents (organization and corporation). A brand's greatest strength is in its ability to build and maintain long-term connections with its customers, employees, and other stakeholders. Future development and expansion may be expected from these brands. 'They keep organizations afloat and swimming in times of despair as well as helping those reaches their highest points during boom times.' There is an increasing emphasis on developing powerful brands in today's business world. Since its inception, the notion of brand ownership and its management has been under the spotlight to an unprecedented degree. Many corporations are focused on a few well-known names, rather than a wide range of products.

Keywords

Branding, Consumer, Consumer buying behavior, Fashion industry.

Introduction

Nowadays, having a well-known brand has become somewhat of a status symbol. Branded items have become more popular with consumers throughout the globe. The real question is, 'Why?' Is it quality or something else that draws people to a certain brand? It is the goal of this research to determine what influences consumers' purchase decisions. "While looking for brand effects on consumer purchasing behavior, the research also aims to get a thorough understanding of branding and customer behavior. All of the research was done with an eye on the Indian fashion business.

June to August 2022   www.amoghvarta.com.com
A Double-blind, Peer-reviewed, Quarterly, Multidiciplinary and bilingual Research Journal

Impact Factor SJIF (2022): 4.824

42

Companies in the fashion business are fighting for market share, and among these companies, branded apparel and accessories have changed people's styles and interests. What's the difference between a high-priced brand and a low-priced brand that both have the same quality and attributes? Because of its relevance and direct connection to customers, brand studies have always been the focus of the marketer's attention. To get an edge over their rivals, organizations employ brands as a marketing strategy. A consumer's life revolves around their brand.

To prevent concerns with quality and ambiguity, customers turn to brands they know and trust. The fashion business in India has evolved greatly in recent years as the country's economy has prospered. Foreign and local firms alike have been enticed by the rising popularity of trendy items and the emergence of a new market.

Understanding consumer behavior

During the process of looking for, acquiring, and using a product or service, customers' thoughts, feelings, and actions together form what is known as their 'consumer behavior.' It entails an investigation of consumer behavior, including what consumers purchase, when they buy it, and why they buy it. There are psychological, sociological aspects as well as anthropological and economic aspects to it. Additionally, it aims to determine the impact of social and familial networks on the consumer's decision-making. Consumer purchasing behavior is influenced by a number of variables that may be grouped as:

Social factors: Which refers to the influence of other people's actions on consumer purchasing decisions? Culture and subculture, roles and the family, socioeconomic status, and peer groups are all examples of these social elements.

Psychological factors: How an individual's purchasing decisions are affected by internal and external factors. Motives, perception, learning, attitude, and personality are among the most important factors in the decision-making process.

Personal factors: A person's distinctive characteristics and how they impact their purchasing decisions are included. Situational and socioeconomic elements are also included in this list.

Understanding branding

Companies produce goods, yet consumers prefer some brands over others. Marketers use branding to set their products apart from those of their rivals who supply comparable goods and services. Customers may be certain that their new purchase will be of the same high quality as previous ones from the same brand. Branding is a method, a tool, a plan, and a direction all rolled into one.

➢ To build a long-term relationship with the customers
➢ Used as a differentiation strategy when the product cannot be easily distinguished in terms of tangible features
➢ A conscious customer satisfaction orientation process.

Consumer behavior and the power of brand recognition

Customers' conduct might be either favorable or bad based on the results of their learning and evaluation process. Researching customer perceptions regarding brands has become an increasingly important component of marketing. A company's financial health might improve as a result of a company's customers developing good opinions about its brand. Positive views about goods, particularly ones with minimal levels of customer interaction, may be influenced by branding.

In other words, the development of positive attitudes may be counteracted by variables. One of the reasons for this is that if the buyer does not purchase the goods within a particular period of time,

June to August 2022   www.amoghvarta.com.com
A Double-blind, Peer-reviewed, Quarterly, Multidiciplinary and bilingual Research Journal

Impact Factor
SJIF (2022): 4.824

43

the favorable attitude of the consumer will fade away. Negating the impacts of favorable attitudes is another possibility since a high price strategy might have the opposite effect and result in a non-sale.

Rules of Branding

Taking a company's identity and making it something more than simply a name is the idea behind branding. Emotional connection and repeat purchases all play a role in building a customer's perception of a brand. A company's goods or services may also be the emphasis of a brand. More money, time, and effort go into building a brand, therefore the more value it has to be readily recognized and recognized in the marketplace is the ultimate purpose of branding.

Be familiar with the people you're doing business with

One of the first tasks in branding is to identify the target market for a business or product. Those are the people or companies you want to target most often with your goods or services. Developing a strong brand requires an understanding of your target audience's purchasing behaviors, opinions, and demographics. Your branding efforts will be more successful if you have a better understanding of your target market.

Listen to the employees

One of the most common errors made by major organizations is not conducting surveys of lower-level personnel. These are often the people that have direct contact with customers and respond to their concerns or ideas. Consider what they have to say about marketing, product development, and how to better serve customers. As a result, not only is a better product and better marketing achieved, but the branding efforts of the company's employees are also strengthened as a result.

In today's marketplaces, branding is essential

Branding is an essential part of the customer decision-making process. Because of the difficulty of choosing a product from among tens of thousands of comparable ones, customers tend to stick with companies they've had success with in the past. When customers have positive memories associated with a brand, they are more likely to see it as beneficial. That's why a customer doesn't necessarily require knowledge about a product or service, but a brand that has satisfied him in the past, rather than a new product or service that may or may not meet the consumer's needs.

Branding's Importance in the World of Business

Creating a trademark and a catchy name is part of the branding process from a commercial perspective. The distinctiveness of a product or line of goods is ensured by trademarks and trade names that have been legally registered. Because the trademark has been legally registered, any rival who attempts to imitate the product's components or names will violate the law. A basic label, a line of items, or an umbrella brand may all be the subject of branding to promote them to the general public. Having a personal brand is also possible. By using branding as a protection against an illegal activity as well as a marketing tool, companies may build solid reputations in their markets.

The significance of branding in today's marketing environment

Market research is the primary focus of marketing, and the creation of a product or service that meets that demand is the primary goal. People can readily spread the word about a business's virtues if they have a strong brand name to go along with it. In addition, the marketing team may now get information on the brand's appeal and what consumers desire from the firm that owns the brand. Having a devoted customer base also makes it simpler for the marketing department to accurately forecast demand. Because the brand is a well-known symbol in the industry, plans like freebies and discounts may help improve sales.

June to August 2022   www.amoghvarta.com.com
A Double-blind, Peer-reviewed, Quarterly, Multidiciplinary and bilingual Research Journal

Impact Factor
SJIF (2022): 4.824

44

Branding in Advertising: Its Importance

Branding a product helps the marketers create memorable logos and commercials, which is why it is generally considered an aspect of marketing. It is less of a problem for marketers since their brand names cannot be imitated; therefore their advertising creativity is protected." In addition, because of the branding process, customers are already familiar with the product; its identity, and nature, and marketers may begin daring and autonomous advertising.

Related Work

Customer behavior is influenced by the sort of brand that the consumer chooses to purchase. Every form of a brand relies heavily on customer loyalty. Based on consumer behavior, a brand's loyal customers may be defined (Gajjar et al 2013). Loyal customers contribute to the company's success in the market. There must be a five-fold increase in investment to acquire new customers and keep those customers loyal. One of the most important factors in a company's success is its ability to attract and retain loyal customers (Lim, K. et al 2001).

The term 'loyalty' is often used to refer to an individual's commitment to a group or organization. Customers that are loyal to one brand over others will continue to buy that company's products for years to come. It doesn't matter what product he needs, the same brand will always spring to mind as the one he buys because of his affinity to and contentment with that brand (Prabhu, J.C., Chandy, et al 2005).

Consumers are increasingly using high-end, name-brand items to demonstrate their wealth and social standing. 'Status brands' are those that are used to demonstrate a person's money, power, and status. Aspiration to rise in social standing is the driving force behind people's usage of brands as a status symbol. A brand is a symbol of money and prestige if it is utilized by a person who is very socially aware, fashionable, and trendy. The use of brands rises as the desire grows (Keller, K.L et al 200).

Consumers need to be aware of the brand they're purchasing. Consumers' knowledge of, and attachment to, a brand and the information or image associated with, it is the two main components. As a result, customers have a more favorable perception of the brand as a result of their increased brand awareness. A consumer's ability to recall the name of a certain brand makes it more likely that they will buy the same item again in the future. The consumer's affiliation and attachment to a brand's image is referred to as brand image (Rundle-Thiele, S. et al 2001).

Consumers' brand preferences and personal values are examined in this study. Childhood is a period when people begin to identify their values and begin adjusting them to fit in with specific segments of society. Individuals acquire their values through their parents, teachers, and other members of their community. These values are instilled in people via the cognitive process and serve as a guide for many of the decisions they make during a day (Keller, K.L et al 2003).

Consumers may remain loyal to a brand because they fear making a mistake and wish to keep their purchasing habits in check. Consumers' purchasing decisions are influenced by their peer groups, leading to ostentatious expenditure and a public show of one's riches and position. Conspicuous Consumption is a term that refers to the extent to which consumers are affected by the groups with whom they engage and the desire to exhibit the brands. Products are no longer consumed only for their own sake or to reap the advantages of the brand name, even if this is a sign of wealth and high social position. Customers might be made aware of their position and what other people think of them thanks to brands (Marcoux, J. F et al 1997).

Consumers who use branded things as a status symbol are more engaged in socializing and establishing new acquaintances than those who don't utilize them. They like being referred to as

June to August 2022   www.amoghvarta.com.com
A Double-blind, Peer-reviewed, Quarterly, Multidiciplinary and bilingual Research Journal

Impact Factor
SJIF (2022): 4.824

45

'Social'. As a status symbol, brand-conscious customers are more likely to engage in social activities and meet new people. They like being referred to as 'Social.' As a result of the widespread use of some brands, consumers come to understand that they are being idealized by others (Goldsmith, R. F et al 1996).

In today's highly competitive economy, Kim and Kahle (2006) say that the trend toward more competition is only going to become worse. As a result of this market's intense competition, customers now have an abundance of alternatives from which to pick. Consumers' decisions are influenced by a variety of different variables in this situation, they said. "Furthermore, a well-known brand name is one of the most valuable assets a company may have. A long-term, sustainable competitive advantage may be achieved by leveraging the power of a strong brand and its associated branding. Customers' purchase intentions are influenced by a variety of variables, both inner and external. These aspects include interpersonal ideas, perceptions of the product, and lifestyle. In addition, wealth, price, quality, and peer groups are also outside influences.

Objectives of the study

➢ To Understand the concepts of branding and consumer behavior
➢ To study the effect of brands on consumer buying behavior in relation to readymade garments
➢ To understand the concepts of branding
➢ To study the factors affecting consumer behavior

Importance of the study

All successful firms in the fashion sector have used branding as their primary competitive strategy. An object's character is linked to its branded image or shape via branding. The value of a brand is determined by how people perceive and feel about the thing it is related to. When it comes to understanding the purpose of a brand, it all begins with a clear definition of the term 'brand.'

Method

There are various attributes of branding but for this study; only five were considered i.e. brand image, brand awareness, brand loyalty, pricing, and advertisement. These attributes are crucial as customers look for them while making a buying decision in the clothing industry.

Expected Outcomes

A brand is a promise that a certain level of excellence will be delivered each and every time. The name or logo of a company has an important impact on a customer's perception of it. There is no competition in the product area, but rather in the customer's thought space. When a buyer starts to associate themselves with a certain brand, that brand becomes indelible in their minds. Branding is a powerful marketing strategy instrument that has been employed often in the past with great success." All sorts of businesses may benefit from branding as an effective and potent strategy. If a brand's product is used appropriately, the rewards might be enormous. In the wrong hands, the consequences might be disastrous. We deduced from our findings that brands have an impact on customer perceptions in a variety of ways, including quality, price, earnings potential, and demographics like age and gender. In the fashion industry, too, the power of a company's brand is felt by customers.

References

1. Gajjar., ''Factor affecting consumer behavior'', vol. 1, no. 2, April 2013.

2. Lim, K. a., ''Consumer brand classifications; An assessment of culture-of-origin versus the country of origin'', *Journal of Product and Brand Management,* vol. 10, no.2, pp. 120-136, 2001.

June to August 2022   www.amoghvarta.com.com
A Double-blind, Peer-reviewed, Quarterly, Multidiciplinary and bilingual Research Journal

Impact Factor
SJIF (2022): 4.824

46

3. Prabhu, J.C., Chandy, R.K. and Ellis, M.E., 'The impact of acquisitions on innovation: poison pill, placebo, or tonic'', *Journal of Marketing,* vol. 69, no. 1, pp. 114-30, 2005

4. Keller, K.L., ''Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2nd ed., Prentice-Hall, Upper Saddle River, NJ, 2003

5. Rundle-Thiele, S. a., ''A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets'', *Journal of Product & Brand Management,* vol. 10, no. 1, 2001.

6. Keller, K.L., ''Strategic Brand Management: Building, Measuring, and Managing Brand Equity, 2nd ed., Prentice-Hall, Upper Saddle River, NJ, 2003.

7. Marcoux, J. F., ''The attitudes underlying preferences of young urban educated Polish consumers towards products made in western countries'',. *Journal of International Consumer Marketing,* vol. 9, no. 4, pp. 5-29, 1997.

8. Goldsmith, R. F., ''Status consumption and fashion behavior: An exploratory study'', Association of Marketing Theory and Practice Proceedings, pp. 309-316, 1996

9. Kahle, L.R. & Kim, C.H. (2006) 'Creating images and psychology of marketing communication.' New Jersey: Lawrence Erlbaum Associates, Inc., Publishers.

10. Consumer Behavior, 6th Edition, by Hawkins, Best ad Coney.

11. Consumer Behavior, 6th Edition, by Lean G. Schiffman and LesliclazanKanuk.

12. Kevin Lane Keller (2004). *Strategic Brand Management,* 2nd edition, Pearson Education, New Delhi.

−−==00==−−

June to August 2022   www.amoghvarta.com.com
A Double-blind, Peer-reviewed, Quarterly, Multidiciplinary and bilingual Research Journal

**Impact Factor
SJIF (2022): 4.824**

47